MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2015/2016

PCG0013 – COMPUTER GRAPHICS 1

(All sections / Groups)

01 MARCH 2016
9.00 a.m. - 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 8 pages with 26 Questions only.
2. Answer **ALL** questions in **Part A**. Answer only **FOUR** questions in **Part B**. All marks were indicated in the question.
3. Please print answers for Part A in the MCQ sheet while Part B in the Answer Booklet provided.

Part A: Answer all the 20 Multiple Choice Questions. Select the best choice. **[20 marks]**

1. Graphic programmes widely used in the graphic arts profession include _____

   a. artificial intelligence and virtual reality
   b. desktop publishing programs and illustration programs
   c. image editors, and video editing programs
   d. virtual reality programs

2. The following affect the legibility and readability of a paragraph except

   a. Kerning
   b. Tracking
   c. Leading
   d. Glyphs

3. What font type allows you to automatically substitute alternate glyphs?

   a. TrueType
   b. OpenType
   c. Composite
   d. Type 1

4. Multimedia can contain

   a. only numeric-type data
   b. numeric, text, and picture data
   c. graphics, animation, video, music, and voice
   d. databases that, in turn, contain other databases, creating a massive data collection

5. What is a font?

   a. A complete set of characters
   b. A consistent visual font that is used on layout
   c. A consistent visual appearance or style of characters
   d. An example of Times News Roman, Georgia and Garamond

Continued...

6.

This layout shown on the left is

a. Asymmetrical
b. Messy
c. Runaround
d. Symmetrical

7. What is a typeface?

a. A specific member of a type family
b. A consistent visual appearance or style of characters
c. A set of font in a family
d. An alphabet with its associated characters

8. What is the format used to save artwork for mobile devices that optimizes the graphic content?

a. Tiff
b. PNG
c. SVG
d. PDF

9. Spacing before and after paragraphs is increased or decreased in what unit of measure?

a. Pixels
b. Points
c. Inches
d. Centimeters

10. The space between graphics, margins, gutters, space between columns, space between lines of type or figures, and objects drawn or depicted is known as

a. Gaps
b. Margins
c. Gutters
d. White Space

Continued...

11. What are examples of cool colors?

    a. Orange, yellow and red
    b. Pink, periwinkle and mauve
    c. Black, white and gray
    d. Blue, green and purple

12. The following unit measure the image quality of a printer.

    a. DPI
    b. LPI
    c. PPI
    d. CCD

13. What are the three basic shapes?

    a. Square, circle, rectangle
    b. Rectangle, octagon, sphere
    c. Square, circle, triangle
    d. Octagon, triangle, sphere

14. Which format is recommended to export a vector image to a blog?

    a. JPG
    b. PNG
    c. BMP
    d. TIFF

15. You've applied Image Trace to an image in Adobe Illustrator. You'd like to see what the original image looked like so you can evaluate the quality of the tracing. How can you easily compare the current view with the original image?

    a. Toggle the View > Outline command.
    b. Switch between Tracing Result and Source Image in the View drop-down menu in the Image Trace panel.
    c. Choose Edit > Undo and Edit > Redo.
    d. Hold and release the eye icon to the right of the View drop-down menu in the Image Trace panel.

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16. Typography plays the following role in graphic design.

i. Clarify a message from a designer to an audience
ii. Specific selection of font may impact the message to be delivered to an audience
iii. Allows the reader to look at a layout easier
iv. Deliver a catchy and intuitive feeling to an audience

a. i
b. i and ii
c. i, ii and iii
d. All of above

17. Which are the following tools that can be used to create shapes?

i. Pen tool
ii. Mesh tool
iii. Shape builder
iv. Star tool

a. i and iii
b. i, ii and iii
c. i, iii and iv
d. All of above

18. Vector graphic formats include

i. Encapsulated PostScript files, which use the extension EPS,
ii. Corel Draw files, which use the extension CDR,
iii. AutoCAD drawings, which use the extension DXF.
iv. Binary file format used for storing two- and three- dimensional design data and metadata, DWG.

a. i
b. i and ii
c. i, ii and iii
d. All of above

19. Three ways of defining RGB values are

i. Decimal
ii. Value
iii. Hexadecimal
iv. Percentage

a. i
b. i and ii
c. i, ii and iii
d. i, iii and iv

Continued...

20. Gestalt principles could be applied to the following

i. Typography
ii. White space
iii. Relation between graphics and text
iv. Data tables

a. i
b. ii
c. iii
d. All of above

Continued...

Part B: Essay [20 marks each]. **Answer 4 out of 5 questions**. Feel free to provide the answers with illustration or sketch. **[80 marks in total]**

1. It is important for a designer to develop a process that can help a designer achieve the best results in terms of time, idea and output. This process is known as the designers working process.

    a. Briefly explain how a working process can yield the best results in terms of time, idea and output. [5 marks]

    b. Illustrate a designer is working process. [5 marks]

    c. Explain how the working process flows from one to another. [10 marks]

2. Color is one of the most expressive element in design. It can be employed to express emotion and create mood.

    a. In vector software such as Adobe Illustrator, describe how color could be grouped to allow a designer to manage the colors to achieve their purpose. [10 marks]

    b. Following that, how could designer ensure the color group selected are consistently transferred from a screen to the printer using color mode? [10 marks]

3. Please refer to this BABY picture for the below questions.

    a. You need to simplify the baby picture above to be a logo for a newly opened nursery. Please explain how to import a raster image of the baby and trace it in Illustrator. [10 marks]

    b. After tracing the baby, while working with your baby logo, you need to manipulate your image size and orientation as well as getting into the anchor points in order to change the shape of your image. Please explain the difference between the selection and direct selection tools and how it enables you to do this task. [10 marks]

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4. As a designer, you need to consider both in printing and web publication.

   a. Please explain how you would save your file for printing in Illustrator or InDesign if you need to do any changes before final printing. 10 marks]

   b. What is the file format when your design is final and you do not want anybody to change it? [5 marks]

   c. Please also explain the file formats suitable for web publication. [5 marks]

5. Whether it is a business card, a poster, or a book, your design will look better if you use a grid. The grid system is key to a successful layout design. Please explain FIVE usage of grid system in layout design. [20 marks]

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